

Presentation No. Nine

FLAVOR COMPONENTS FOR BASIC TOBACCO FLAVOR

Mr. Gerd Scheideler

HAARMANN & REIMER

Available: Transcript - Yes
Pre-conference Excerpt - Yes

Mr. Scheideler began his talk by reminding everyone of the importance of tobacco flavoring, paraphrased for impact with 'the best kept secret of the tobacco industry.' Flavor additives are one component that gives distinction and signatures to 'brands'. Apparently the use of sheet and expanded tobacco, high porosity paper, and dilution filters has inhibited the aroma delivery system of today's cigarette. This is especially, but not exclusively, true for low and ultra-low tar cigarettes resulting in low impact and dry, scratchy side effects. Flavoring experts have concluded that these problems cannot be overcome with traditional components, but require a new generation of tobacco flavors. Haarmann and Reiner, for whom Mr. Scheideler speaks, approached the problem by designing a flavor system based on individual flavor building blocks. Their new TFA's (Tobacco Flavoring Agents) were introduced last year under the brand name Optapus. Their offering consists of four individual flavoring agents, or as they refer to them, flavor building blocks. They are identified as types Continental, Burley, Virginia, and Continental for Filter. They may be used individually or in combination, thus offering flexibility and vastly increasing the number of end products. They may also be used in combination with traditional top flavors.

The departure from traditional flavoring includes the unique idea of flavor enhancers deposited on the surface of the acetate fibers of the filter. One of the original flavor building blocks mentioned above, Continental Filter, was of this type. Three additional filter flavorings were introduced at the conference, namely, Burley, Virginia and Special Blend for Filter. With filter flavoring the boosting effect was found to be especially significant in the low and ultra-low tar cigarettes, particularly offsetting their dry mouthfeel effect. The smoothing effect was apparently more prominent in full-flavored cigarettes. New products and a new idea developed to the testing stage; each would seem worthy of investigation.

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